

WHAT IS CLAIMED IS:

1. A substantially damp cleansing product comprising:

- (i) a water insoluble substrate; and
- (ii) a cleansing composition impregnated onto the substrate comprising:

(a) at least one lathering surfactant present in an amount sufficient to foam;

(b) water; and

wherein the water is present at greater than 15% by weight of the product, but no higher than about 40%, and a water-binding agent present in an amount sufficient to result in a composition having a water activity less than 0.977 but no lower than 0.001.

2. The product according to claim 1 wherein the water-binding agent is a polyol or an inorganic salt.

3. The product according to claim 1 wherein the water-binding agent is glycerin.

4. The product according to claim 1 wherein the at least one lathering surfactant is present in an amount from about 0.5 to about 60% by weight of total impregnated composition deposited upon the water insoluble substrate.

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5. The article according to claim 1 wherein the water insoluble substrate is a sheet selected from a group consisting of non-woven, woven, hydro-entangled and air entangled substrates.

10 6. The article according to claim 1 further comprising a cationic agent salt in amount from about 0.05 to about 5% by weight of the total composition.

7. A substantially damp cleansing product comprising:

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(i) a water insoluble substrate; and

(ii) a cleansing composition impregnated onto the substrate comprising:

(a) at least one anionic lathering surfactant present in an amount sufficient to foam;

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(b) water; and

wherein the water is present at greater than 15% by weight of the product, but no higher than about 40%, and a water-binding agent present in an amount sufficient to result in a composition having

a water activity less than about 0.94 but no lower than 0.001.

8. A substantially damp cleansing product comprising:

(i) a water insoluble substrate; and

5 (ii) a cleansing composition impregnated onto the substrate comprising:

(a) from about 0.5 to about 60% by weight of the composition of at least one lathering surfactant;

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(b) water; and

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wherein the water is present at greater than 15% by weight of the product, but no higher than about 40%, and a water-binding agent present in an amount from about 0.1 to about 60% sufficient to result in a composition having a water activity less than about 0.96 but no lower than 0.001.